

SHALER AREA SCHOOL DISTRICT

No: 917

SECTION: COMMUNITY
TITLE: TITAN HEAD LOGO
ADOPTED: MAY 18, 2011
REVISED: JUNE 18, 2014

	917 - Titan Head Logo
1. Purpose	<p>Shaler Area School District is very proud of its traditions and its history. The Shaler Area School District was officially sanctioned by the Pennsylvania Department of Education as a merged school district in July 1971. Shaler Area includes the K-12 school districts of Etna, Millvale and Shaler Township and the K-8 school district of Reserve Township and began its operations in the 1971-72 school year.</p> <p>Many activities took place in 1971-72 and beyond to unify the new Shaler Area, that involved its students and the four communities that were involved in the merger. The nickname that was selected by the students for the new school district, and in particular, the new high school was the Shaler Area Titans. Additionally and as a sign of unity a new logo, that has historical significance, was created by the students in February 1971 and that logo is still currently used by the Shaler Area School District.</p>
2. Authority	<p>It is the intention of the Shaler Area School District to protect the historical integrity of the Titan Head Logo and the Shaler Area name from possible unauthorized use, alteration of design and/or reproduction for financial gain by parties not authorized by the Shaler Area School District.</p> <p>In March 2011 the Shaler Area School District petitioned the Commonwealth of Pennsylvania – Department of State and its Corporation Bureau (WWW.CORPORATIONS.STATE.PA.US/CORP) to officially trademark the Shaler Area Titan Head Logo as its official insignia. The approved trademark Registration Number is 3341293 and the approved insignia designation Registration Number is 3341294. The Department of State recommends the re-approval of the insignia registration to be secured every five (5) years and the trademark registration every ten (10) years.</p>
3. Guidelines	<p>The School Board recognizes that the Titan Head Logo and the Shaler Area name are integral parts of the school district and have enjoyed wide use over the years by the schools that exist within Shaler Area and the various booster clubs, parent organizations, athletic teams and school-wide activity programs. The School District, as part of its Trademark and Insignia applications, included the following statement that was intended to clearly indicate who had the authority to use the Titan Head Logo:</p> <p>“Educational services used in conjunction with elementary school, primary school, middle school and high school academic, extra-curricular, athletic programs and school-affiliated organizations including school district parent-teacher groups, athletic booster groups, band and choir parents and similar groups that are officially recognized by the Board of School Directors.” Additionally, the name “Shaler Area” shall be used to represent any listed group.</p>

All Shaler Area School District materials produced by the district and/or by approved affiliated groups shall adhere to these requirements:

1. All materials, (publications, team uniforms, banners, advertising, etc.) shall use “Shaler Area” or “Titans” as the identifier. This use of the single word “Shaler” as an identifier is unacceptable.
2. All uniforms, promotional materials, banners, etc. shall utilize the school colors of Navy Blue and White. Red is to be utilized as a highlight color only. Grey is acceptable when used as a base color provided all lettering, logos are in the primary school colors.
3. Only the Titan Head logo, approved by the district or the letters “SA” or “Titans” shall be used as logo identifying materials.

The intent of the trademark and insignia protection is to not have third parties, not officially approved by the Board of School Directors, to use our registered Titan Head Logo without authorization by the school district. If such non-permitted use occurs the school district now has the legal authority to seek an injunction against the third party improperly using the Titan head Logo.

Furthermore it is the intent of this policy to have the various groups permitted to use the Titan Head Logo to not create alternate versions of the Titan Head Logo nor alternate color schemes to the approved “navy blue” color since each component of the logo, including the color itself, has historical significance relating to the three merged high schools of Etna, Millvale and Shaler Township. The school district recognizes that as the logo is duplicated on paper that the original “navy blue” color oftentimes ends up being black and this reproductive use is understood and acceptable. The school district desires not to have alternate color designs but also understands that the logo can sometimes end up being white or red if embossed on clothing apparel that is white or blue in color since the official colors of the school district are navy blue, red and white.

Attached to this Policy 917- Titan Head Logo is a document entitled, Historical Summary of the Titan Head Logo that outlines the historical significance of the logo itself and each part thereof. For summary purposes the historical parameters of the Titan Head Logo are:

The entire mascot symbol is formed by the letters S.A.H. The back part of the helmet is the letter (S) for Shaler. The front part of the helmet is the letter (A) for Area and the side of the cheekguard is the letter (H) for High. The plume on top is sectioned into three parts, symbolizing the merger of three schools into one.

